SUNY ONEONTA

Dean’s Letter
School of Economics & Business

Spring 2015
Table of Contents

Page 2  Preface from the Dean
Page 3  Message from the Provost, Dr. Maria Thompson
Page 4-5  Meet Our New Student Exchange Partner, National Chung Cheng University
Page 5  An Exchange Student’s View, by Wen-Yu Huang, National Chung Cheng University, Taiwan
Page 6  Overview of the College of Management, National Chung Cheng University
Page 7-8  Alumni Perspective
Page 9  SUNY OnMark Makes a Mark
Page 10  SAC Student Activities
Page 11  Reflections on My Time at SUNY Oneonta - One Year Out
Page 12  Professor Foley-Deno
Page 12  Dr. Simona Giura
Page 13  BAC Perspective
Page 14-15  Local Connection
Page 15  Senior Faculty Profile: Dr. Steve Walsh
Page 16  A New SEB Home for the SEB?
Page 16  Alumni Highlight
Page 17  Beta Gamma Sigma Student Leadership Forum Experience
Page 18-19  Support to faculty development and SEB scholarship: Status, plan and future
Page 20  Business Advisory Council December Meeting
Page 20  Tom Kane ’83 Visits Campus
Page 21  Beta Gamma Sigma: Top Business Students Tapped to Join International Honor Society
Page 22  George Heath : “The BE’s to Career Success”
Page 23  Scholarships for the 2014-2015 academic year
Page 23  Opportunities to Support the SEB
Preface from the Dean

The publication of this 2nd issue of the Dean's letter comes at a very exciting time for SUNY Oneonta's School of Economics and Business (SEB). We now have more than 770 enrolled majors compared to just 562 in 2011. The accounting program has been growing even more quickly, from 122 in 2011 to 178 in 2015. Thanks to the support of both the President and Provost of SUNY Oneonta, the SEB has been given approval to search for three new faculty members: Finance and Marketing to be hired for the fall 2015 semester and Economics for the spring of 2016. These new additions will maintain existing programs, help to launch new programs (Finance and Marketing majors and Supply Chain Management concentration), and advance the overall mission of our school.

I am very pleased we are enhancing students’ educational experience. These developments include a new scholarship (Don Garber Scholarship), new study abroad opportunities (the 2015 Summer SEB China study abroad program and an exchange partner relationship with National Chung Cheng University in Taiwan), and increased opportunities for student internships (internship student contact hours have steadily increased from 75 in 2009-2010 to 94 in 2011-2013 and 110 in 2013-2014). In addition, last fall an alumni survey found 68% were employed in their first job within three months. Most alumni, 85%, reported their first job was related to their undergraduate major.

One of our most successful innovations this year was the launch of the SEB Distinguished Speaker Series. Last fall Tom Kane (class of 1983), Executive Vice President and Chief Human Resources Officer at Constellation Brands, addressed an overflow crowd of more than 250 students from the School of Economics and Business during his talk, “Hiring from an HR Perspective.”

In addition to their regular academic loads and extracurricular activities, SEB students also participate enthusiastically in a variety of community service activities. Just one example: last year 28 students signed up to take part in the “Volunteer Income Tax Assistance” (VITA) program and 16 completed the on-line training and certification process from the Internal Revenue Service. At the beginning of the tax season, our IRS representative expressed the hope that we would complete 30 tax returns in our first year of operation. They actually completed 45 tax returns at our site for our students and the residents of Oneonta. So far for this year, more than 40 students have volunteered to participate in the VITA program.

We continue to improve our national rankings, create new innovative programs, and cultivate new relationships to make the SEB better and stronger. Several new initiatives (including the branding of the SEB, entrepreneurship courses, and new majors and non-certificate programs) launched in the fall of 2014 with generous assistance from our Business Advisory Council members.

The School of Economics and Business at SUNY Oneonta is making substantial progress on its path towards excellence. We welcome any opportunity to discuss our current status and our hopes for the future with you. The future looks bright indeed for the School of Economics and Business at SUNY Oneonta!

Dr. David C. Yen
Dean School of Economics and Business
Achievement of excellence begins with aspiration. SUNY Oneonta’s School of Economics and Business (SEB) vision is to advance increasing recognition of the excellence of its undergraduate business, accounting and economics programs among those offered by public and private four-year comprehensive colleges in New York State and the region. Obtaining accreditation from the Association to Advance Collegiate Schools of Business (AACSB) in 2011 not only increased SEB’s recognition of excellence in New York and the region, it placed the School among the best in the world as less than 5% of the world’s business schools earn AACSB accreditation.

Since its accreditation, SEB continues its pursuit of excellence as demonstrated by increased student enrollments. The number of SEB majors increased by 37% going from 562 in fall 2011 to 771 in fall 2014. Another example of SEB’s ongoing efforts to provide a high quality education is the new China Business Program. Beginning in May, the China Business Program will provide students with an immersive four week experience in the world’s most populous country. In addition to earning academic credit at some of China’s leading universities, students will visit the Great Wall, the Forbidden City, and other cultural landmarks.

Financial support from and engagement with our alumni, industry partners and advisory council members are also indicators of the strength of SEB academic programs, faculty credentials and accomplishments, and student outcomes. I cannot overstate the critical role of scholarships, internships, and other forms of involvement from our external partners in providing the margin of excellence that sets the school apart from its competitors. As SEB continues to grow in size and reputation, I anticipate increasing levels of philanthropic support including a named endowment for the school.

In closing, I am proud to be affiliated with an economics and business education unit that promotes a culture of excellence. Not only does this benefit the students, faculty and staff in SEB, it contributes greatly to SUNY Oneonta’s status as a college of first choice for some of New York’s best and brightest. I look forward to the continued success and achievements of Dean Yen and his faculty in the coming years.
Meet Our New Student Exchange Partner, National Chung Cheng University

by Fandy Chang

We are very thankful for the great effort of many faculty members from both universities to establish this great exchange and cooperative relationship between SUNY Oneonta and National Chung Cheng University (CCU). This kind of international exchange program is very instrumental for students from different countries to broaden their international perspective. As a member of the first group of CCU exchange students to visit Oneonta’s beautiful campus in fall 2014, I am very honored to have the luxury of sharing and learning a different culture with SUNY Oneonta’s excellent students and faculty. I thank them all for their heart-felt hospitality and I will always treasure my visit. I hope SUNY students and faculty will visit our campus soon. With this article, I would like to introduce our campus to all students interested in visiting Taiwan and CCU.

As the first national university founded after Taiwan’s economic boom in the 1980’s, National Chung Cheng University (CCU) broke ground after Executive Yuan passed the plan to build the university in 1986 in honor in the late president Chiang Kai-Shek and to develop higher education in the Yun-lin, Chia-yi, and Tainan areas. It was officially founded on July 1, 1989 with Dr. Ching-Jiang Lin being the first president of the University.

Although CCU is a relatively young school, in 2013 it was ranked in the top 100 young universities by Times Higher Education. Its faculty is highly trained and productive; 96% have received doctorate degrees from leading universities around the world, and their research performance is annually ranked in the top 5% in Taiwan. In 2010, the Times Higher Education QS Asian rankings, the university advanced 30 places relative to its 2009 ranking.

Within Taiwan, National Chung Cheng University has pioneered research into such diverse disciplines as opto-mechatronics and chemical engineering, criminology, and seismology. The university also has highly ranked Colleges of Law, Management, and Engineering. In 2010, the Computer Science Program was ranked number eight and the Electrical Engineering Program was ranked number nine, nationwide, by the Higher Education Evaluation and Accreditation Council of Taiwan. Moreover, the university library is well suited for research: when ranked for both the provision of services and total resources (collections, personnel, expenditures, and buildings) it is among the top four in Taiwan.
The campus was voted the most beautiful university in Taiwan in 2013 and 2014 and is noted both for its greenery and its distinctive architecture. Among the more striking structures is the pyramid-shaped Administration Building, which is located at the campus center. No less impressive is the eight-story Library and Information Building. It was designed by the eminent architect Chiu-Hwa Wang. Adjacent to the library is the gymnasium, which includes a fitness center, an indoor Olympic-size pool, and an outdoor pool. It is one of the best sports complexes in Taiwan. Near the entrance to the university is the Student Activity Center, which borders Tranquility Lake, a lake populated by a gaggle of black swans. This area has become a popular scenic spot for visitors and residents of the nearby community.

The campus is located in the central part of Chia-yi County, 15 kilometers from the City of Chia-yi, approximately 250 kilometers south of Taipei. The campus occupies an open landscape of 132 hectares on a hill, with more than 200,000 trees of various species. On a campus tour, one may be amazed by the elegant buildings of different architectural styles, surrounded by tall trees, open green spaces, and winding roads flanked with flowering trees and bushes blooming in different seasons. The campus itself is a beautiful park with serenity and openness, and is literally a breath of fresh air in comparison to Taiwan’s more urban campuses. Viewed from the plains below, the University resembles a splendid palace on a hill. Contrary to the image of universities as exclusive ivory towers, the university as the exclusive ivory tower, the university is in fact friendly, open to all and serves the community in many ways.

Since 2013, the university has created several all-English degree programs to welcome international students and scholars (International Master Program of Global Finance, Master Program (MA) in Educational Leadership and Management Development, Master Program (MS) in Advanced Manufacturing System, and Doctoral Program (Ph.D.) in Cognitive Science). In total, the university offers 29 undergraduate, 44 master, and 28 doctoral programs within its 7 colleges, 29 academic departments and 44 graduate institutions. We contain 1000 full-time faculty and staff serving students’ academic and professional training need.

CCU sincerely invites SUNY Oneonta students to join our friendly, international campus and to participate in resourceful learning and other activities in our community. I would be glad to serve as your study-pal/tour guide to show you our campus and Taiwanese culture/food. I look forward to meeting you in the near future!

An Exchange Student’s View, by Wen-Yu Huang, National Chung Cheng University, Taiwan

It has been quite an honor to be selected among the first group of exchange students from National Chung Cheng University (CCU) to visit SUNY Oneonta in the fall semester of 2014 after the CCU president, Dr. Jyh-Yang Wu, visited Oneonta’s beautiful campus and signed the exchange and cooperation agreement with SUNY on May 2, 2014. We are very thankful for the work of many faculty members from both universities to establish this valuable exchange opportunity which I believe is a very effective way to broaden students’ international perspective for both visiting students and hosting students. I met many SUNY Oneonta students who will soon visit Taiwan. I am really looking forward to seeing them again. We hope many students and faculty will visit us in the near future. I am very sure your students and faculty will enjoy our friendly and resourceful campus. I look forward to having the honor of showing you around our beautiful country in the near future!
Overview of the College of Management, The National Chung Cheng University
by Shin-Yuan Hung, Dean

Dr. Hung received his bachelor degree in Statistics from National Chung Hsing University and his master and doctoral degrees in Information Systems from the National Sun Yat-sen University. His current research interests include decision support systems, knowledge management, electronic commerce, and data mining.

Situated in Min-Hsiung, Chia-Yi, in central Taiwan, the campus of College of Management (COM) at National Chung Cheng University (CCU) occupies 132 beautiful hectares with more than 20,000 trees of various species and a lake with elegant waterfowls. At CCU’s seven colleges, including College of Humanity, College of Social Sciences, College of Sciences, College of Law, College of Engineering, College of Education, and College of Management, 11,838 students enjoy an idyllic atmosphere for study, adventure and self-discovery.

The COM comprises about 2,480 students. Based on the belief in education, the COM aims to create and share management practice-related knowledge recognized by the academic and other communities through its commitment to (1) cultivate our undergraduate and graduate students as management professionals and our doctoral students as management educators; (2) conduct high-quality, applied research; and (3) provide life-long learning and growth for faculty, staff and our students at all levels.

To achieve the mission and values of the college, the COM adopts the following strategic goals: (1) develop and deliver high-quality business programs with research-led teaching; (2) prepare our students with core competencies related to our values that are necessary for the dynamic global business environment; (3) recruit, develop and support faculty with enthusiasm in teaching and research; (4) conduct high-quality, applied research by reflecting the lesson of management practice; and (5) enhance collaboration with other business schools, especially those overseas.

The COM has strengthen its international collaborations in the past few years by promoting student exchange program with Miami University and California State University at San Bernardino. The COM has also established new partnerships with three universities in USA (Western Michigan University, University of Wisconsin at La Crosse, and SUNY Oneonta in USA), one university in Australia (Queensland University of Technology), and three universities in Mainland China (Jiangxi Normal University, Xian Jiaotong University, and Southwestern University of Finance and Economics).

Among all the partnerships, perhaps the most significant success is the student exchange program with SUNY Oneonta, well-known for its dedication to undergraduate student education. The COM believes this partnership will enhance its reputation as an internationally welcoming campus. By combining outstanding mentorships toward foreign exchange students, both schools can further collaboration and research.

The CCU and the SEB share more than similar geography (both are set in rolling hills). Each is passionate about the education and nurturing of exchange and foreign students. The COM anticipates closer collaboration with a 2+2 dual bachelor degree program, which I feel will be the icing on the cake of our collaboration. Such a joint degree will yield extraordinary benefits in cultural study, educational research and economic technology. In addition, the exchange of students, researchers and teaching staff, will enhance the programs of both schools.
From my earliest years I learned that even the smallest of gestures can have a profound impact. My parents both worked in the humanities and were very active in our local community. Through them, I came to recognize the intrinsic value in giving back – the power of connecting with a person or cause to make a positive difference. Trust me, you don’t have to be a super hero, a genius, wealthy, or a saint to make it happen. All you have to be is willing.

As alumni, we have a special opportunity to deepen our levels of engagement with our alma mater. Today, Dean Yen and the SEB team are focused on developing work-ready, well-rounded graduates through new experiential programs, the establishment of international connections, and recruitment of top educators. This team, with Dean Yen’s leadership, has collaborated to raise the profile of the school both in the classroom and within the academic community. And we can all play a role in the legacy the Oneonta team is creating.

Looking back, I know that I would not be where I am today if people hadn’t given me a chance, invested in me and supported me. As a Human Resources executive I am fortunate to be in a field where I can now do that for others, and give back with even more leverage than I had as a student. How, you may ask? Through the simple sharing of time, talent and treasure.

Time – Time is a finite thing; we only have so much of it. As such a precious commodity, we need to use it well. I believe one of the best ways we can spend our time is in the service of others. Consider donating your time to Oneonta by attending or hosting an Admissions or networking event. Volunteer to sit on an event committee or assist with your class’ fundraising efforts. Join students in taking advantage of service opportunities through the Center for Social Responsibility and Community. And help identify and cultivate other volunteer leaders who can lend their own time and efforts to the school. Many hands make light work, as they say.

Talent – I have spoken in the classroom about my own career path. I found SEB students hungry for “real world” knowledge and insights. They also felt an affinity with me as an alumnus that lent credibility to my words and a sense of possibility to their own aspirations. The faculty also welcomed my presentation as it spurred continued conversation long after I left the classroom. You never know who you’re inspiring by sharing your story.
Oneonta’s Student Advisory Council is currently looking into starting a mentor program, so stay in touch with them for updates as they continue exploring this fantastic partnership concept. Reach out to the Career Development Center and offer your assistance critiquing resumes or leading mock interviews. And consider joining the Alumni Association groups on LinkedIn, sharing your own unique experiences and skill sets. Take an Oneonta student intern at your place of employment or host students for a day at your place of employment.

Treasure – My wife and I have established a scholarship at Oneonta and I tell you, there is a very visceral response to seeing our contributions make a real difference in someone’s life. It’s not just about giving dollars. It’s about making an investment in someone else’s future and paying it forward in the truest sense. You can lead by example and make a financial gift of any size to Oneonta. The important thing is to participate.

When you give back to Oneonta, you send countless ripples out that the next generation can build on and carry the tradition forward. When you invest in people with your time, talent or treasure, you give them a sense of self-worth and self-confidence that they can keep and apply in any situation they may face, personal or professional.

I am in the business of people and I’m here to tell you that people count. People matter. Invest in today’s students at Oneonta and see what they’re truly capable of doing with your support. My challenge to you: make generosity part of your growth strategy.

Tom Kane is currently Executive Vice President and Chief Human Resources Officer at Constellation Brands. Constellation is the world’s leader in premium wine, the number one beer importer, and the third largest beer company in the U.S., with over 100 brands sold in about 100 countries. Tom holds an MBA in Human Resources from Binghamton University, State University of New York ('87) and a BS in Economics from the State University of New York at Oneonta ('83).
SUNY OnMark Makes a Mark
by Kyle Sisco

SUNY OnMark (Oneonta Marketing) is the State University of New York College at Oneonta’s chapter of the national American Marketing Association, or AMA. The club welcomes students of all majors, currently hosting members studying economics, business economics, music industry, fashion, communications, and marketing. Marketing takes a role in many fields of study and the club has become a valuable resource for students to learn, teach, work together, gain community service, fundraise, and learn the workings of businesses in the area.

OnMark is heavily involved in the community of Oneonta on and off campus. Rarely is there a stretch of days without an OnMark event being held somewhere or OnMark members showing support at another organization’s event. OnMark has shown support at many charity and community service events held by sororities, fraternities, clubs, and organizations by urging members to attend and help out at Kidney Walks, Saturday’s Breads, can drives, and more. The club isn’t shy of fundraising either as it has had many successful car washes, t-shirt & bake sales, and more.

All this fundraising allows OnMark to take approximately 30 students every spring semester to the AMA International Collegiate Conference located in New Orleans, Louisiana. This conference is a great chance for students to learn about businesses across the United States, network with employers and other students, and overall gain even more insight into the world of marketing. SUNY OnMark has also often placed very well among the near 300 attending schools. At the last two conferences SUNY OnMark has placed in the top 10 and top 20 categories certainly making a mark in the AMA and for SUNY Oneonta.
SEB students have been very busy this year. We participated in a Kidney Walk, raising awareness and money for the treatment of the disease. The Town and Gown Gala, designed to strengthen the relationship between the residents and students, occurred in early November. This event also raised money for a SUNY Oneonta student who was critically injured in September. For the second year in a row, we participated in Toys for Tots, a program that collects donated toys and distributes them as Christmas gifts to less fortunate children in the community.

The School of Economics and Business welcomed one of its most distinguished alumni this past fall. Tom Kane, Class of 1984, is now the Vice President of Human Resources for Constellation Brands, a leading international producer and marketer of beer, wine, and spirits. He gave a presentation to students on hiring from a HR perspective at this much-anticipated event. Mr. Kane presented his perspective of the hiring process that most students have never been exposed to before. He was able to offer a lot of information due to his background and experience in the field.

This year over fifty SEB students traveled to New York City to attend our annual Backpacks-to-Briefcases trip. This program is a way for current students to network with alumni. Students attend three separate firms and form relationships with some of our most accomplished alumni to jump start their careers. Alumni give students tips to aid students in their job searches. Every year this event demonstrates that our alumni deeply care about our current students.

Our College Fed Challenge team had another strong performance in the Federal Reserve Bank of New York’s competition. The team qualified for the semifinals in the competition for the second consecutive year and received an honorable mention for their performance. This is an intercollegiate monetary policy competition where the students develop a presentation that includes economic data, research, forecasts, and risks to that forecast. After their presentation, students then answer questions from a panel of Fed economists about their presentation and the current state of the economy.

Another service SEB students provide to the community is the Volunteer Income Tax Assistance program (VITA). VITA offers free tax preparation to the elderly, people with disabilities, people with limited English, and people who make less than $53,000 annually. More than 40 students have volunteered to be a part of VITA this year and will complete online training and certification from the Internal Revenue Service to be IRS-certified. Last year the 16 students who became certified completed 45 tax returns in our first year of operation.

SAC Student Activities
by Marlaena LeMaitre
I graduated Summa Cum Laude in May 2014, completing my degree in Business Economics with a concentration in Marketing and a minor in Economics. To describe my experience at SUNY Oneonta could take the four years it took me to complete my degree. Needless to say, I enjoyed my time at the college. From my professors to my peers, I was able to fully engage and take advantage of numerous opportunities.

My freshman year, I declared my major as Business Economics and joined the Economics and the Finance clubs to commence my involvement in the School of Economics and Business (SEB). I also rushed to become a member of Alpha Phi Omega, a national service fraternity where I volunteered a minimum of 25 hours of community service per semester. I participated in on-campus activities such as intramurals and attended FYE (Freshman Year Experience) specific events in my dorm.

My sophomore year, I was nominated to join the Omicron Delta Kappa National Leadership Honor Society. I also participated in the Ultimate Innovation Price Chopper Marketing Competition chaired by Dr. Feng where we created a Smartphone application prototype for Price Chopper. In addition to my coursework and extracurriculars, I landed a job on campus in the Sponsored Programs Office which allowed me to gain exposure to the workplace environment. I continued to work at the office through the end of my college career.

My junior year, I participated in the Federal Reserve Challenge facilitated by Dr. Ring. The course enhanced my ability to understand the news from an economic perspective, allowed for my critical thinking skills to flourish in producing forecasts for the Fed, and improved my technical and presentation skill sets. The second half of my junior year, I interned at the New York Council for Nonprofits through the SEB. Through the internship, I began to understand the logistics of project management including assessing the current state through intricate studies. I also was able to land an internship at JPMorgan Chase & Co. through an opportunity the SEB presented to me. Andrew Schwenk, Executive Director at JPMorgan Chase & Co. and an Oneonta alumnus conducts interviews with a select group of students interested in interning with the firm. Fortunately, I was chosen for the summer of 2013 Operations Analyst Development Program where I interned on a Compliance Operations team. To conclude the year, I was nominated to join Beta Gamma Sigma, the leading honor society for business and management education. My recommendation for membership in the society exemplified my commitment to excellence as well as my outstanding academic record.

My senior year, I was elected President of the Economics Club and was selected Vice Chair of the Student Advisory Council by Dr. Yen. I was able to sharpen my leadership skills by facilitating the annual Backpacks to Briefcases event in the fall and kicking off the first ever Senior Ball in the spring. I was also involved in Beta Gamma Sigma by participating in tapping ceremonies and initiations of new members. In addition, I was the first student selected to attend the biannual BGS Student Leadership Forum in San Antonio, Texas which has had a lasting effect on my life to this very day.

My decision to attend SUNY Oneonta is one I will never regret. Being a part of the School of Economics and Business has allowed me to get to where I am today. In September of my senior year, I received the much anticipated call from my recruiter and accepted a job offer from JPMorgan Chase & Co. I started in July 2014 and I’m currently on a projects team in AML Compliance. The education and experiences I acquired at Oneonta through the SEB has allowed me to have a very successful start to my career. Oneonta will always have a place in my heart and I hope someday I can give back some of what it has given me.
Charlene Foley-Deno is the new Assistant Professor of Accounting in the SEB. She was drawn to teach at Oneonta because she loves the welcoming campus environment and recognizes the excellence of the AACSB accredited business program. In addition, she frequented the webpage and was inspired and impressed to see the many progressive achievements of the SEB students. She has an MBA from Clarkson University in 2014, a MS from Potsdam State University of New York in 1999, a BS from Russell Sage College in 1990, and an AAS from Hudson Valley Community College in 1987.

Professor Foley-Deno studies corporate philanthropy and how the funding might best fit into regular operations. She looks at the topic as a two-sided coin, one being the corporations participating in philanthropy and the other being student engagement, as our students will soon enter the corporate world. She is particularly interested in grooming Oneonta’s students to become ethical, compassionate and effective professional accountants and corporate leaders for the future. Professor Foley-Deno aspires to achieve personal benevolence and has always supported her daughter who has been and continues to be actively involved in community service groups. She strongly believes that everyone is able to offer something, especially their time.

Professor Foley-Deno believes we are an institution of excellence and is proud to join such a successful team and looks forward to contributing. A few of her ideas for the near future would be to increase internship opportunities for SEB students, grow study abroad opportunities, and ensure the Accounting Program continues to be stellar and graduate highly sought professional accountants.

Teaching at Oneonta has been a thrill so far for Charlene Foley-Deno and she is excited about all the college has to offer and her continued involvement in its future. She understands that, for many students, accounting is not easy to comprehend and digest, but she enjoys the challenge and when students get that ah-ha moment, “It’s amazing!”

1. What is your educational background?
   “I earned an undergraduate degree in Romania. The school there was similar to SUNY Oneonta in that it was a school of Economics where I studied management. I earned my MBA and PhD at RPI.”

2. Why did you choose to teach at SUNY Oneonta?
   “I love teaching, and I like Oneonta because it is committed to excellence in teaching. I knew I wanted to work here when I interviewed here because everyone was so friendly and welcoming. It felt like home.”

3. What are your past/current research interests?
   “I am researching knowledge transfers in alliances, as well as the competitive behavior of firms.”

4. What are a few of your outside interests (Hobbies)?
   “I enjoy playing tennis and watching hockey with my husband. I was only introduced to hockey a few years ago, at a high school girls’ hockey game. After that, we attended RPI hockey games, and we have been avid watchers ever since!”

5. What is your favorite teaching/general experience here at Oneonta?
   “I value my connections with students. My students are outgoing, mature, and independent.”

6. What are some highlights so far this year for the School?
   “A student in my first semester at Oneonta sent me a hand written thank-you note. You just don’t see that anymore!”

7. Where do you see The School of Economics and Business heading in the near future?
   “The school is definitely growing,” Giura says. “The plans for the future lead me to believe that the quality and reputation of the school will continue to increase.”

8. What are your goals for the next few years?
   “I want to focus on becoming a better teacher and try to get to know students personally. I also want to continue with my research.”
As a member of the SEB’s Business Advisory Council (BAC) since 2013, I have witnessed the excellence, the growth, and the strength which this campus instills into their students’ education on a daily basis. From the moment students step onto campus and pass through the pillars, their future is shaped by SUNY Oneonta. The College has a strong rapport with its students in aiding them set goals and achieve success.

As the CEO/President of a local small manufacturing business, I learned many different roles and aspects of the business world, from engineering business turnovers, to improving profitability, as well as establishing market leadership both within the company, customers, and community of Oneonta. Being a member of the BAC provides me with the opportunity to share my experiences with students. Through our real world experiences we can provide students with guidelines, advice and tips to help them ease into the working world and achieve career success.

For example, interviews are an unavoidable part of looking for an internship or a job and are consequently an important moment for students. Many make mistakes that could cost them that prized internship or job. Some common interview pitfalls students should avoid include having a know-it-all attitude, focusing solely on salary and benefits, poor body language, and bad mouthing other employers. A job interview is a conversation between a job applicant and a representative from the hiring firm. Job interviews can happen on the phone or in person, and there can be one or more applicants and one or more representatives present in the interview. In short, there are many different types of job interviews. To land their dream job, students should walk into the interview with a positive attitude, continue to act themselves, and share their relevant experiences.

Other crucial skills students can learn from experienced BAC members include how to earn a reputation for being an effective negotiator with the ability to mobilize private and government investment sources, how to launch other small divisions of the company they represent, and how to create a more diverse workforce. BAC members also urge students to engage in research and acquire communication, critical thinking and problem solving skills. While we can share our experiences with students, they need to believe that they are in charge of their own destiny and that everything starts and ends with them. They are the ones in control, no one else is. There is no magic formula students can learn in a night and be on their way to greatness, but the advice, tips and techniques discussed here have been successfully employed by BAC members. We aim to guide students towards successful careers, work and lives.
No one knows the struggles and anxiety of finding a new job better than students getting ready to graduate after four years of college. All the work, all the exams, and all the pressure are part of the process to get a student to a place where they can present themselves to a potential employer in a favorable light. You want to be able to show the workforce that you are competent, ready and willing to put yourself out there and that you are now excited to start. However, one item that you might be lacking from your all-impressive resume is that “first line”, that line that says I’ve done it before and I can do it for you as well. Nothing fits these criteria better than a strong internship.

While at my current role at JP Morgan I have been fortunate to work with a number of SUNY Oneonta students. One of the first things a student must understand is that if they really want a strong first line on their resume, they can’t start to prepare a few weeks before graduation. Internships can happen during the school year, and I know a number of students who have worked within different industries during their college years, but due to the location of SUNY Oneonta, most of the larger firms will be available only to students during the summer months. For these opportunities, you ideally need to start searching for a position during the early winter, which is when most of the larger firms begin their hiring process for the coming summer.

When searching for an internship that fits your goals, please remember you don’t need the perfect initial position to get you where you want to be. If you are interested in the business and finance fields, you can choose from many different firms and many different departments within those firms. Yes, ideally you would like an internship where you can then maneuver directly into a full time position continuing where you left off at the end of your time with that firm, but that doesn’t have to be the rule. An internship is an opportunity for you to prove to a potential employer that you have the necessary skills to become a valuable part of their firm, but that’s just part of the process. It is also a chance to look at different opportunities within a specific company, opportunities and challenges that you might not have ever imagined unless you were looking from the inside out. Yes, this is a chance for you to prove yourself, but also an opportunity to discover if this field of work is really something that you want to dedicate a substantial part of your time pursuing. If your answer is, “yes, I really enjoy this”, then you also have the opportunity to get in on the ground floor of a company that fits within your career goals.

When large firms are looking for potential students from the business fields for their summer internship programs, some specific requirements are universal:
- Excellent project management and problem solving skills
- A strong team player who communicates well, is proactive, is responsive and can thrive in a dynamic environment
- Demonstrated proficiency in Microsoft Excel and PowerPoint
- Aptitude for numbers; non-business major should demonstrate quantitative competence both academically and practically
- A preferred cumulative GPA over 3.2

But beyond that, an employer is most interested in the things that make you, you: personal qualities, outside interests and achievements beyond academia that demonstrate the kind of person you are and the difference you can bring to the team. Did you just join a club to list that on your resume or you are an involved member of that club and can demonstrate your accomplishments in an interview setting? What about sports or intramurals from a leadership position? A great way to demonstrate that you can multi-task and that you are able to handle numerous responsibilities is to show how you excelled in academics as well as pursuing other interests during your college experience. These are all part of what makes you the individual person that a potential employer is looking to hire.

Now that you have that summer internship, what’s next? What I have told some of the SUNY Oneonta students that have been fortunate enough to participate in a summer internship is that although this opportunity is
DEAN'S LETTER SCHOOL OF ECONOMICS AND BUSINESS

PAGE 15

A wonderful learning experience, and it will surely become that first line on your resume, nothing is better than turning this temporary position into a full time job after graduation if this is the field you choose. So in theory, an internship doesn't need to be just "an internship". In fact, it is really a ten-week job interview and you should treat it accordingly. Every day you are demonstrating to the people you are working with what type of person you are and also, the skills that you can bring forward from your years of study. There is no job that exists where you will know everything you need to on your first day of work even after you finish your undergraduate studies. However, you should have a strong command of the basics and possess the tools necessary to be able to step right in with additional guidance and assistance from the people you will be working with. They will be teaching you, but hopefully, you will bring fresh ideas and an enthusiasm to this position, which is exactly what any employer is looking for from a new hire. Work hard, keep an open mind, think outside of the box and don’t forget to be yourself since that is what has put you in this position to succeed.

Andrew Schwenk – Oneonta Class (1987)
Executive Director, J.P. Morgan - 21 yrs
Member of the SUNY Oneonta SEB Business Advisory Council and a recipient of the Alumni of Distinction inaugural award.

Senior Faculty Profile: Dr. Steve Walsh
by Kelly Van Deusen

Associate Professor Dr. Steve Walsh is probably best known on campus as the advisor to the SUNY Oneonta Marketing Club, a role he has played since his first month on campus in the fall of 1989. The Marketing Club, now known as SUNY OnMark, has won awards from the American Marketing Association every year since 1994. In 1998-1999, the club was recognized as outstanding chapter in the Eastern Region, an award it would win seven more times in the next decade before the American Marketing Association changed the nature of its awards. Last year, it won recognition as a Silver Chapter, the equivalent of the old outstanding chapter in the Eastern Region. SUNY OnMark was also recognized in 2004 as Student Marketers of the Year by the Association of Marketing Educators. Along the way, Dr. Walsh was recognized in 2000-2001 as Faculty Advisor of the Year by the American Marketing Association International. He has also been honored as Faculty Advisor of the Year three times on our campus.

While best known for this work, Dr. Walsh has a distinguished background. He is a Vietnam Veteran, having won both a bronze star and commendation medal, being tendered a regular commission and promoted to captain. Upon returning to civilian life, he worked six years with Chevron, another six at Lincoln Financial Group, and twelve years with James Reardon Associates Financial Services House. Serendipity took him into the classroom as a teacher, a role he fell in love with. Before coming to SUNY Oneonta, he taught ten years in California, primarily at California State Polytechnic University – Pomona, and University of La Verne.
A New SEB Home for the SEB?
by Mariel Doyle and Nick Moore

We recently interviewed Tom Rathbone, Assistant Vice President of Facilities Planning and Safety, and Dean Yen about the evolving plans for a new home for the SEB. If all goes well and funding is secured, the SEB will move down the hill to a renovated Alumni Hall (joined by offices related to college advancement) sometime in the 2018 to 2020 time frame. Although the details are still in flux, the college and the SEB have a number of specific goals, but the guiding principle of the rehab will be to enhance the overall student learning experience. Below are some examples of what the new facility could include.

Following the success of the renovation of Fitzelle Hall, the college wants to implement emerging technology to improve student learning and to include spaces for “informal student learning,” similar to the popular “soft-seating” in Fitzelle Hall and the renovated section of the library.

Research labs are also planned. Assuming funding is secured, a research lab will host 9-10 Bloomberg terminals. Conference rooms suitable for student meetings and educational research, such as case discussions, are also in the works.

For faculty the move will have a number of advantages. Mixing the offices of faculty from the disciplines within the SEB will encourage synergy and diversity across the faculty, reducing faculty silos. In addition, all faculty members are slotted to have individual offices boosting their productivity and ensuring students’ privacy when counseling.

A 100 to 200 person auditorium is also being considered to provide a venue for visiting speakers and for large lecture classes.

Lastly, a dream list includes a trading center for students to refine their skills, a creative and critical thinking center, and a student entrepreneurship center.

Alumni Highlight

Scott Salmirs, SUNY Oneonta (1984), has been named the next president and chief executive officer of ABM, a leading provider of facility solutions with revenues over $5.0 billion and approximately 118,000 employees in over 300 offices throughout the United States and various international locations. Scott joined ABM in 2003 and prior to his recent appointment he was an executive vice president with global responsibility for ABM’s aviation division, all international activities and ABM’s Onsite services division focused on the Northeast. Prior to ABM, he was a senior vice president at Lehman Brothers responsible for their North American Facilities Group. He previously served in leadership positions in the Facilities Groups at Goldman Sachs and CBRE.

Scott holds an MBA in Finance from Binghamton University, State University of New York, and a BS in Business-Economics from the State University of New York College at Oneonta. In addition to being a member of the SEB’s Business Advisory Council, he is on the board of the Outreach Project, an organization that promotes the rehabilitation of high school age drug users, and is a founding board member of Donate Eight, a group focused on increasing the number of organ donors in New York State.
On the snowy morning of February 5, 2015, I traveled from the Albany airport to the beautiful, sunny city of San Diego, California to participate in the winter 2015 Beta Gamma Sigma (BGS) Leadership forum. I am the second member of our BGS chapter to represent SUNY Oneonta’s School of Economics and Business (SEB) at this conference. This event brings together student members from colleges and universities across the world for a chance to improve their leadership skills and other various areas of self-improvement through presentations, team-building exercises, social activities and networking.

We attended presentations by successful professionals and leveraged off of the lessons to perform teambuilding and hands-on activities. The various sessions challenged us representatives to evaluate ourselves personally as well as in a group setting. A few of the activities we participated in were the Safari Game, Myers Briggs Test, and the toothpaste activity. The Safari Game taught us the idea of cooperation versus competition. The Myers Briggs Test explained the type of personality we each have and how to utilize it as both a leader and follower. Lastly, the toothpaste activity taught us that one can’t take back what was done or said, just as we cannot push toothpaste back into a tube. In addition, the presentations helped me focus my thoughts, direct my actions and come to a better realization of myself and where I want to be in the future. This led me to a clear direction of my personal and professional plans. The forum also allowed us to network with successful students and professionals from around the world through learning sessions and social activities. Meeting and working with like-minded peers who shared the same uncertainties, dreams, core values and goals was inspiring. I created friendships with members that I can turn to for guidance and support at any time.

I would like to thank Dean Yen and our BGS chapter advisor, Dr. Buchan for selecting me to attend this forum. Attending this four day forum was nothing short of life changing. I now understand what I want to accomplish in the future and found that I have a tremendous support group at BGS. The leaders of BGS are extremely welcoming and will aid any business student to achieve their goals in their professional lives.
Support to faculty development and SEB scholarship: Status, plan and future
by Paul Adamo

The SEB and College Advancement: The engagement of alumni and donors at SUNY Oneonta will continue to have important roles with the School of Economics and Business (SEB) now and in the future. The professional staff in the Division of College Advancement and the faculty of the SEB have partnered on many occasions to involve alumni in service to our college, to inspire charitable giving by alumni, and to fulfill the academic mission of SUNY Oneonta. Our students are the people whom we all seek to help the most, and below are several examples of how this work is taking place.

Partnerships and Service: The Alumni Association Distinguished Alumni Lecture Series provides a pathway for alumni who majored in Economics, Business, or Accounting to return to campus and make presentations to students and faculty. These alumni speak about their areas of expertise, their career journeys, and the types of skills and preparations they expect recent graduates to have in order to work in their organizations. It’s a special form of service and volunteerism that gives our students an extraordinary glimpse into professions and working life before graduation. Tom Kane, Class of 1984, Executive Vice President for Constellations Brands, and John Lambrech, Class of 1993, CFO of W Capital Partners are two examples of graduates who recently came to campus and gave students a day for this purpose. Whenever “Distinguished Alumni” return to campus, we partner with faculty and students in the SEB to plan a robust day. These experiences are powerful for students, faculty and the graduates themselves.

Two other examples, among many, are internships and our “Backpacks to Briefcases” program in NYC. We ask alumni in all types of professions and management positions to consider hosting our students for internships. The responses are positive, resulting in more partnerships with the SEB and the college’s Career Development Office. The “Backpacks to Briefcases” program is established and imbedded in our Office of Alumni Engagement. This one day immersion in the careers and jobs of alumni working in various businesses in NYC has inspired students to make connections with alumni that can help jump-start their careers.

Scholarships and Financial Support: Named scholarships and endowed funds enhance the identity and prestige of any institution, school or academic department. Moreover, these financial resources from gifts, grants and endowment income assist students and faculty in pursuing their goals – whether it is through student/faculty research, scholarships awards, student travel such as the Fed Challenge with Dr. David Ring or faculty development funds for all professors.

With all of the troubling reports about how much debt many students incur through loans, scholarships for specific academic majors are essential today. Presently, 65 students within the SEB are receiving privately funded scholarships based on financial need and/or academic achievement. The awards for these students total just over $106,000. Almost all of these scholarship awards are endowed. ($25,000 is required to endow a scholarship, and most scholarships here have much more than that amount as the principal.) The ones that are not endowed are annual scholarships of $5,000. Dean Dave Yen and a faculty committee have continued a productive relationship with the Financial Aid Office to ensure that these scholarships are awarded in an effective manner.
And together, all of these scholarships positively impact students and their families.

We raise money to strengthen SUNY Oneonta and better support all of our students. It becomes manifest when a student says thank you to a donor as in the case of Michael Schaefer, a senior Business Economics major, in his letter to Joel Meyerson, Class of 1980: “Words cannot begin to describe how grateful and appreciative I am for your scholarship. Since my parents never had the opportunity to go to college, they insisted that I get a degree so that I wouldn’t have to struggle financially like they had their entire life. That being said, the majority of the funding for my education has come from student loans...Your scholarship has immensely helped my situation and it has greatly decreased my stress levels as well.”

Leadership and the 125th Anniversary Campaign: Numerous alumni who majored in the programs that comprise the SEB work with us as leadership volunteers through the two independent Boards of Directors for the College Foundation and Alumni Association. These alumni are also participants in events near and far. In our travels throughout the U.S. to meet with alumni and ask for their support, we encounter even more who will be leaders for our college in the future. Currently, we are bringing to conclusion “Possibilities Full of Promise: The 125th Anniversary Campaign for SUNY Oneonta.” This campaign will raise more than $12.5 million to directly support our college’s strategic plan. Additionally, the campaign will infuse new funds as we surpass $50 million in endowment and net assets (the mutual fund investments of which Dr. Qun Wu’s portfolio management classes have analyzed and presented recommendations).

In the future, I am confident that there will be exciting developments and continued progress from College Advancement to share through the SEB newsletter. These items will further distinguish our college and the SEB, and help to make amazing things happen for our students and faculty.

Paul J. Adamo
SUNY Oneonta (1981)
Vice President for College Advancement
Business Advisory Council December Meeting

Members of the Business Advisory Council were on campus for a day-long meeting with Dean Yen, College representatives, SEB faculty and students on December 6, 2014. Topics discussed at the meeting included business education and its impacts, challenges, and alternatives to liberal arts education; innovative strategies and course design in entrepreneurship education; opportunities and strategies associated with branding/re-branding of the SEB; and challenges and opportunities in professional accounting education.

Minutes from the meeting (as well as those for past meetings) along with a list of current BAC members and their affiliations is at http://www.oneonta.edu/seb/advisory-councils.asp We in the SEB extend a sincere thank you to all BAC members who came to campus to contribute in this important meeting to provide valuable input on our initiatives and programs.

Tom Kane ’83 Visits Campus

On November 12th, the School of Economics and Business welcomed one of its most distinguished alumni to give a presentation to students on hiring from an HR perspective. Mr. Kane is the Executive Vice President of human resources for Constellation Brands, a leading international producer and marketer of beer, wine and spirits. As someone who has interviewed countless individuals over the course of his 29 years in the field, Mr. Kane was able to offer a perspective of the hiring process that most students may have never been exposed to before. He took the stressful and intimidating process of finding a job and broke down each step in a presentation that was both easy to follow and incredibly informative. Following his presentation, Mr. Kane answered questions from the students and faculty packed into the Hunt Union Waterfront Café. Although Mr. Kane was very candid, it was abundantly clear that he had every student’s best interest at heart. There was an overflow of enthusiastic students who were eager to learn about “Hiring from an HR perspective”.
Only the best business students in the world, and the professionals who earned the distinction of “the Best in Business” during their academic careers, can claim membership in Beta Gamma Sigma. The SUNY Oneonta Chapter congratulates the 19 students who have earned and accepted invitations in the Spring 2015 semester. They join an expanding worldwide network of more than 625,000 outstanding business professionals who have earned recognition through lifetime membership in Beta Gamma Sigma. Students ranking in the top 10 percent of the baccalaureate and top 20 percent of graduate programs at schools accredited by AACSB International – The Association to Advance Collegiate Schools of Business are eligible for this invitation.

Beta Gamma Sigma lifetime membership is an international honor. With the expansion of accreditation by AACSB International, membership is no longer limited to those who have studied in the U.S. or Canada. Beta Gamma Sigma has installed collegiate chapters and inducted students on six continents. The most outstanding students are eligible for the highest recognition a business student anywhere in the world can receive in an undergraduate or master’s program at a school accredited by AACSB International.

BGS invitations have been given to the following Juniors and Seniors: Lilian Dao, Nick Moore, Heather Bohlen, Tyler Mager, Sarah Planken, Alissa Mannarino, Ashley Perry, Matthew Elliott, Abby Renneman, Colleen Shannon, Kellyann Turner, Oria Bays, Stephanie Schulweis, Corinne Ellis, Robert Allocca, Derek Casanas, Shane Irwin, Matthew Matteo, and Joanna Pontino.
On March 4th, the School of Economics and Business at Oneonta had the pleasure of hosting George Heath. George received his MBA from Miami University, and his BFA from Bowling Green State University. George recently retired from Sherwin-Williams where he was President of the Global Finishes Group, a $3 billion group responsible for the Automotive Finishes, Product Finishes and Protective & Marine Coatings Divisions in North and South America, Europe and Asia. George joined Sherwin-Williams in 2004 as Vice President of Marketing for the Product Finishes Division before becoming its President & General Manager in 2006. After becoming Group President in 2008, he helped accelerate the company’s growth globally, doubling the size of the group, including several acquisitions in Europe and Asia. Currently, George serves on the Business Advisory Council at Miami University in Oxford, Ohio, as well as an advisor to its China Business Program. Additionally, he spends time in the classroom, lecturing a variety of classes at Miami and elsewhere.

Mr. Heath presented “The BE’s to Career Success” to a group of eager students from all different majors. Mr. Heath was able to educate these students on the tricks of being successful. In great detail, Mr. Heath covered the 5 BE’s to success: be over prepared, be customer obsessed, be global, be a leader, and be selfless. After the presentation, George allowed time for students to discuss and ask questions in order to further enrich their knowledge about how to be successful. The overall outcome was great! Participants left the presentation with new insights and perspectives on career goals, as well as a new appreciation for the complexities and challenges that will lie ahead in order to be successful. The School of Economics and Business continues to find presenters, like George Heath, to expose students to a broader, richer awareness of the business world.
The School of Economics and Business was proud to present the following scholarships for the 2014-2015 academic year:

The John and Claudia Demelis Founders Scholarships in Accounting were awarded to Nick Moore and Charlene Nelson.

The School of Economics and Business Endowed Scholarships were granted to Matthew Acquavella, Taylor Burrows, Mariel Doyle, Daniel Lounsbury, Mathew Matteo, Jennifer Rushlow, Mason Tiffany, and Marena Vigilante.

The John Doherty Scholarships were awarded to Ryan Dragunat, Erin Ruth, Mason Tiffany, and Marena Vigilante.

The Dr. Ignatius J.H. Ts'ao Scholarship recipients were Natalia Poljak, Joanna Pontino, and Kyle Sisco.

The Joel Meyerson ’80 Annual Scholarships were granted to Lauren McMaster, Michael Schaefer, Connor Smullens, and Katelyn Sniffen.

The Don Garber Scholarship was awarded for the first time to Harrison Robak and Brianna Doyle.

The George F. Ring, Jr. and Ellen Smith Ring Scholarship was awarded to John Reid.

Opportunities to Support the SEB

Alumni, faculty, staff, and friends are making the business school stronger by contributing to scholarship campaigns and other initiatives for excellence. Their generosity is increasing the number of scholarship awards every year. One way you can help to increase the awards is by contributing to an endowed scholarship fund of your choice:

- Economics and Business Endowed Scholarship
- Dr. Ignatius J. H. Ts’ao Scholarship
- John Doherty Scholarship
- John and Claudia DeMelis “Founders Scholarship in Accounting”
- George F. Ring, Jr and Ellen Smith Ring Scholarship
- Steven Edelstein Scholarship in Honor of Dr. Foster Brown
- Economics and Business Academic Excellence and Improvement Fund - A multipurpose fund providing financial support for excellence and program improvement.

Please contact Dean David Yen (david.yen@oneonta.edu) to discuss the full range of opportunities for supporting our program. Thank you for joining donors from the alumni, faculty, staff, and friends of the School of Economics and Business!